

**Evok Collection
signs up to the #StOpE
initiative in 2024.**



EVOK

PRESS RELEASE

At the annual ceremony held on 25th January 2024, Evok Collection, along with 72 other new signatories, committed itself to the fight against everyday sexism by joining the group organising the #StOpE initiative against everyday sexism in the workplace.

The #StOpE initiative was created in 2018 and now numbers 270 organisations. It is supported by the AFMD (the French Association of Diversity Managers).

Its objective? To join forces in the fight against everyday sexism in the workplace and to disseminate best practice in this area.

#StOpE is an initiative committed to bringing about change and amplifying the impact on the culture of organisations.

TO THIS END, THE #STOPE INITIATIVE BRINGS TOGETHER
A NETWORK OF EMPLOYERS WHO COMMIT TO 8 PRINCIPLES
DEFINED IN THE #STOPE COMMITMENT CHARTER:

- 1. DISPLAY** and **ENFORCE** the principle of zero tolerance.
- 2. INFORM** to raise awareness of sexist behaviour (actions, words, attitudes) and their impact.
- 3. TRAIN** people about their obligations and good practice in combating everyday sexism.
- 4. DISTRIBUTE** educational tools to employees to help them deal with sexist behaviour in the workplace.
- 5. ENCOURAGE** all employees to contribute to preventing and identifying sexist behaviour and to react to everyday sexism
- 6. PREVENT** situations of sexism and provide personalised support to victims, witnesses and decision-makers in reporting and dealing with sexist behaviour.
- 7. PENALISE** reprehensible behaviour and communicate on the relevant penalties.
- 8. ASSESS** and put in place follow-up guidelines.

ABOUT THE #STOPE INITIATIVE

Since 11th January 2021, the AFMD has had the pleasure of leading and coordinating the #StOpE initiative: three meetings on the actions carried out and an integration event for new signatories take place every year.

<https://www.afmd.fr/propos-de-linitiative-stope>



ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle. Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: BAST, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands. After Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Rome (2026) will join the collection.

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